

# The Face of Global Trade:

## Starbucks Coffee Company

As the epicenter of the coffee craze that has swept the world, the Puget Sound region is home to numerous coffee shops and roasters - the most famous being Starbucks. With its global presence and familiar mermaid logo, Starbucks is one of the most recognized brands on earth. It is the world's leading roaster and distributor of high quality coffee beans and has over 7,000 retail stores around the globe that serve its famous espresso drinks.

Starbucks began as a small coffee roasting company in Seattle's Pike Place Market in 1971. In 1985, under the leadership of Chairman Howard Schultz, Starbucks began experimenting with the coffee bar concept that is widely popular today. In just over thirty years, the company has grown at such a rapid rate that each day, three new stores are opened and 200 people are employed.



### International Success

Starbucks opened its first international store in Japan in 1996. Since then, the company has become the world's leading specialty coffee chain, accounting for nearly half of all specialty coffee stores on the planet. Starbucks has stores in 37 countries worldwide, with more than 1,300 stores in these markets. International sales provide approximately 15% of total revenues.

Such success comes with responsibility. Starbucks beans are grown by farmers in middle-to high-altitude tropical forests around the globe. The company pays farmers above market price, raising the living standards of thousands of farming families. In fact, Starbucks was the first

U.S. company ever awarded the "Colombian Order of the Grand Cross Medal" by the Secretary of Agriculture in the State of Nariño, Colombia in 2004 for its role in supporting the local economy and involvement in social projects in

the country. The award is the highest honor given by the Colombian government. The company has long been committed to being a responsible global citizen, most notably working with Conservation International and other NGOs to assure Starbucks green coffee is grown using sustainable methods that ensure social, environmental and economic benefits for the coffee communities in which it is grown.

### Why Puget Sound?

Starbucks world headquarters is based in Seattle, with its largest roasting plant operating in nearby Kent. The Kent roasting plant services the western United States and Canada, as well as the Asia-Pacific region - considered to be the leading driver of future international growth. The area's great logistics infrastructure is a major positive for having the company based in Puget Sound. Not only does Starbucks distribute beans to its outlets around the world through the ports of Seattle and Tacoma, but it uses the extensive rail network that crisscrosses the region to other parts of the U.S. and Canada.

While it may not be apparent when you order a latte from a Starbucks barista, you are participating in the global economy. The coffee you drink comes from beans farmed in areas such as Latin America, Africa or Asia, was roasted in Kent and brewed to your liking by the friendly barista behind the counter. Along the way, farmers, truckers, longshore workers and roasters worked hard to ensure that your coffee drinking experience was of the highest quality. So the next time you order that latte, think about how tied that cup of coffee is to the global economy and how important companies like Starbucks are to our region's global competitiveness.

**Name:** Starbucks Coffee Company

**Location:** Seattle, King County

**International Sales:** Approximately 15%

**Puget Sound Employees:** More than 12,000

**International Markets:** 37 countries worldwide, with major presence in Canada, China, Japan and the United Kingdom

**Puget Sound Enabler:** Logistics infrastructure; coffee culture of the region's citizens